Advertising Age

© Entire contents copyright 1979 by Crain Communications Inc. All rights reserved

75¢ a Copy; $30 a Year | The International Newspaper of Marketing • In Two Sections. Section 1. | October 22, 1979

Tight Money Fallout

Ad arsenal oiled for savings battle

By JOSH LEVINE

NEW YORK—New marketing efforts on behalf of high-yield money market funds will mean a proliferation of the funds' tombstone ads, and that may signal R.I.P. for many regular bank savings accounts.

As double-digit inflation undermines the appeal of a 5½% passbook account, small savers are finding the alternatives more and more appealing. The upward acceleration of interest rates after the Federal Reserve Board's recent moves to tighten credit has focused even greater attention on money funds, where depositors can tap interest yields over 11% with as little as $1,000.

"We're going to see an incredible increase in advertising for money market funds," said Trevor Rolfe, advertising manager, Shearson Hayden Stone. "If we can make people believe that a money fund is as safe as a bank, it boggles the mind what could happen."

• It boggles the mind already. The Shearson Daily Dividend Income fund has reached $750,000,000 in assets in the three months it's been in existence, with only sparse advertising. Shearson and other fund brokers have been waiting for changes in Securities & Exchange Commission regulations that have proscribed the mention of interest yield in fund ads.

"So far, fund advertising has been a dog with no teeth," said Shearson's Mr. Rolfe. "Our ability to focus on yield in advertising will really put some bite into fund marketing."

• That's bad news for thrift institutions, but several of them are biting back. The New York Savings Bank, the city's third largest mutual savings bank, ran newspaper ads last week with the headline, "Avoid the knockout punch," a reference to the effect of "erratic investments of all kinds."

The Dime Savings Bank, New York's second largest, came out with the same message, though the tone of its page newspaper ad was less combative. Both banks played up their federal deposit insurance and the peace of mind it brings—the best of a limited choice of weapons in the thrift institution's duel with less regulated investment tools.

"I think you're going to see a lot more of this kind of thing," said Edmund Michelson, vp-director of advertising, New York Bank for Savings. "But, on the whole, savings bank budgets will probably decline slightly. I also expect to see a shift from media spending to more targeted promotions aimed at holding on to our own customer base—direct mail, in-store promotions, telephone campaigns, and

(Continued on Page 105)

Real estate chains: 'We'll grow'

An ADVERTISING AGE roundup

The burgeoning franchise real estate business, although bothered by the publicity surrounding the tight money situation, sees itself as being in the best possible position for handling the homes that will be bought. And they also see themselves growing as a result.

Century 21, the Irvine, Cal.-based giant of the real estate chains, is shrugging off the jump in interest rates and drop in mortgage availability, and plans to increase its tv ad spending next year to $24,000,000, from about $20,000,000 this year.

Bruce Oseland, assistant vp-communications, said the net effect of increased lending rates "as of today is virtually nothing. As we see it, the effect will be on new housing rather than existing housing, and resale of existing homes is our main business. It could turn out to be a plus for us."

He said Wells, Rich, Greene/Townsend, Century 21's agency, will continue a tv and radio campaign aimed at recruiting sales people nationwide for the next couple of weeks, then return to heavy broadcast on the chain's "neighborhood professional" theme.

WRG in New York conducted research for Century 21 which Mr. Oseland said supported the planned increase in tv use next year.

He said Century 21 hadn't used network tv prior to Oct. 1, and to continue heavy network commercial airing at the $24,000,000 level next year needed documentation, since the spending comes from a trust fund of chain and franchisee ad contributions involving a network that now counts more than 7,500 offices.

• And, speaking of offices, that's just what some execs are pointing to as a positive outcome of the current money crunch. According to William Howell, vp-marketing at Gallery of Homes, Atlanta, his company is receiving an increased number of applications for membership from independent realtors.

"When times are bad, it is more favorable for a realtor to join a franchise," Mr. Howell said. "We're beginning to get more memberships now. But we're not as aggressive as Century 21, Realty World and ERA about going out and getting new members. We still look for quality realtors. We don't take just anybody."

Mr. Howell added that it was a "little early to tell" the effects of the new interest rates on home buying, but noted the company was experiencing "some problems with the publicity" surrounding the Federal Reserve Bank's anti-inflation action.

"This publicity is the worst thing that can happen to a realtor," Mr. Howell said.

The franchise business of Meredith Corp.'s Better Homes & Gar-

(Continued on Page 105)

"Gentlemen Prefer Hanes" will once again surface in January, this time in a new Mata Hari-meets-James Bond-type tv commercial. A promotional tag line supporting Hanes' anniversary sale will run at the end of the commercial and in print ads. Dancer Fitzgerald Sample handles.

Reader data ...
NEWSPAPER

Schoenleb explains his move to Arby's

By CHRISTY MARSHALL

CHICAGO—As the new exec vp and second-in-command at Arby's International, E. Christian Schoenleb will have a voice in all areas of the nation's leading roast beef chain—and that's more than he had as exec vp-marketing at Burger King Corp.

When asked in an interview last week why he opted for Arby's, Mr. Schoenleb told ADVERTISING AGE: "The first and biggest reason is the job offered more broad management responsibilities than I had at Burger King. I will be involved in virtually everything. I wanted more say and input to direct the company I was working in. . . I was often frustrated at Burger King."

His decision to change chains apparently caught Burger King by surprise. It said a search would be launched to find a successor to Mr. Schoenleb.

Before announcing his departure, Mr. Schoenleb hired Peter Schweitzer, senior vp and account director on the Burger King account at J. Walter Thompson Co., as senior vp-marketing. On Nov. 15, Mr. Schweitzer will assume the lion's share of Mr. Schoenleb's former duties until a successor is named.

In his telephone conversation with AA, Mr. Schoenleb said he feels he left Burger King in good shape, and "some exciting things are going to happen there in the next six months."

(Continued on Page 106)

The 1980 Dodge Aspen Special. The only 6-passenger car under $5000.

Test drive total performance from Dodge.

Dodge Aspen Special adds print backing for "the only 6-passenger car under $5,000" in a color page campaign in newsweeklies during November. Agency is Kenyon & Eckhardt.

House nod to $30 million energy drive may spur plan

By RICHARD L. GORDON

WASHINGTON—The House of Representatives has endorsed putting as much as $30,000,000 into a major paid advertising campaign to encourage energy conservation by the public.

This is the first time either the Senate or House has gone on record in favor of the government buying media—instead of using public service ads—for a national campaign on the energy issue.

• Backers of the drive cite as a model the energy conservation effort mounted by the Canadian government in recent years. House energy and power subcommittee chairman John Dingell (D., Mich.) has backed the campaign, while Rep. Richard Ottinger (D., N.Y.), a member of the Dingell subcommittee, has been the chief spokesman on the House floor.

House support for paid ads came in a voice vote which amended pending Energy Department legislation to authorize a $30,000,000 ad investment this year. A week earlier, the House had balked at approving larger sums, first $95,000,000 and then $45,000,000 (AA, Oct. 15).

(Continued on Page 106)

last minute news

Magnavox reviewing $8,000,000 account

FORT WAYNE, IND.—Magnavox Electronics Co., a North American Phillips Corp. subsidiary, is sending out questionnaires concerning its $8,000,000 account. Seven-year incumbent Esty will participate.

Conahay & Lyon loses IBM corporate account

NEW YORK—IBM Corp. has pulled its $11,000,000 corporate tv account out of Conahay & Lyon. The agency, which handled the account on a fee basis, will continue to work on special projects for about the next six months. No decision on a replacement yet. IBM's other agencies include Doyle Dane Bernbach; Geer, DuBois; Lord, Geller, Federico, Einstein, and Marsteller Inc.

(Continued on Page 8)

Recovery by NBC-TV brings strength in 18-49 age reach

By COLBY COATES

NEW YORK—Nearly five weeks into the prime time tv season, agency execs continue to marvel over NBC-TV's strength in the 8 p.m. to 9 p.m. (EDT) period, its success in reaching the 18-to-49-year-olds and the effectiveness of its print and on-air promotions.

Obviously, there are other factors influencing NBC's drive into the position of a solid competitor to ABC-TV. They include the share declines for established ABC hits and the failure of most of its newcomers, coupled with what some sources see as "the disarray" of CBS-TV's programing operation.

▪ Agency execs attribute a large measure of NBC's success to NBC president Fred Silverman, of whom one adman said, "Nobody in sales, programing or promotion is making a single decision without him."

For many observers, the key to NBC's resurgence is the network's spectacular, but not widely anticipated gains with the 18-to-49 age group.

Explained one buyer, "When we were negotiating upfront business with NBC it became apparent we couldn't buy NBC for a few of our biggest clients. NBC refused to give us guarantees against the 18-to-49 demographic," he said. "From the beginning, they [NBC] expected to make inroads in the 25-to-54 breakout but certainly not 18-to-49," he said. "If they thought they would score with that group (18-to-49), they would have guaranteed the estimates."

What's behind NBC's success in reaching everyone's favorite consumer? One buyer thinks "It's the way they've scheduled 'jiggle' programs." Another took that a step further, drawing a parallel to ABC's mid-1970s turnaround built around such "t&a" favorites as "Love Boat," "Charlie's Angels" and "Three's Company."

The low-brow sexiness that made these shows hits, he contended, is now turning up in NBC's "Sheriff Lobo," "Real People," "Man Called Sloane," "Buck Rogers," "Kate Loves a Mystery," and even the older skewed "Quincy," which, thus far this year, has tackled teen agers and drugs, kiddie porn and Las Vegas showgirls.

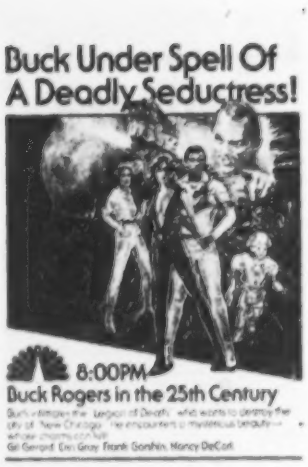
"Real People," meanwhile, has ogled the Dallas Cowboys cheerleaders and visited Hugh Hefner. "Lobo" has been up to his ears in girlie magazines and wet t-shirt contests; "Buck Rogers" is in the hands of various seductresses, and on the season debut of "Kate" (don't dare call me Columbo), "America's mom-turned-sleuth uncovers a prostitution ring involving suburban housewives," according to the NBC ad copyline.

▪ "Face it," said one agency exec, "these are kinds of things that grab the young viewer. And the fact is, nobody understands that or exploits it better than Fred [Silverman]."

Sources, however, insist it's a mistake to write off ABC's appeal to these viewers, while still expressing incredulity over some early NBC numbers.

For example, Nielsen data after the first two weeks of the new season gives NBC a prime time total audience advantage of 31% over CBS and 14% ahead of ABC. With total women, NBC has an 18% edge on CBS and 19% advantage over ABC. In the key 18-to-49 women demographic profile, NBC is 42% ahead of CBS and 19% up on ABC.

(Continued on Page 106)



Sexy program content, as illustrated by these print promos for Buck Rogers and Kate (nee Columbo) segments, is credited by some observers for helping NBC-TV's early ratings.

Gaynor goes after Y&R clients

By LEAH ROZEN

NEW YORK—Following the notion that if you really want something, you have to ask for it, Gaynor & Ducas president Allen C. Falcone is asking Young & Rubicam and Marsteller accounts to move their business to his agency.

Mr. Falcone has sent letters to about 60 advertisers handled by the two agencies. His massive missive action was prompted by Y&R's acquisition of Marsteller last summer, a deal that made Y&R the nation's largest agency (AA, July 2).

Mr. Falcone wrote that he is opposed "to the development of supergiants in the advertising business." His reason for being against them: "Clients are denied the exacting search for alternatives. The entrepreneurial spirit is hobbled. And it is this spirit that spurs advertising agencies to achieve greater sales and profits."

▪ Mr. Falcone's letter asked Y&R and Marsteller clients to telephone him for a 10-minute chat. "And in that 10 minutes I will give you at least one fresh and exciting idea, free," he wrote.

How many have called for their free ideas since the letters went out Oct. 5? According to Mr. Falcone, he has received about 15 responses, although all have been through the mail rather than on the phone. He characterized five out of the 15 as "live prospects who are concerned about the same things I am." Mr. Falcone said he expected to hear shortly from others he wrote to, and within 30 days he expects to announce a "sizable" account switch.

The agency president said he saw no ethical breach in his actions. "Why not?" he said of the letter-writing campaign. "Other agencies do it all the time. My ac-

(Continued on Page 108)

Indie insurance unit sets ad battle plan

By JOSH LEVINE

NEW YORK—Independent Insurance Agents of America is consolidating its advertising at Hicks & Greist by adding its $2,000,000 account to the $10,000,000 tv project the agency had won earlier this fall. The move severs a 20-year relationship between the IIAA and Doremus & Co.

With the account and the separate campaign under its belt, Hicks & Greist will mount an extensive media effort designed to win back the market share lost to direct writers—insurance companies like Allstate and State Farm Mutual—which write personal insurance policies through a company sales force.

The 1980 tv project is considered independent from the IIAA's account, traditionally a print-oriented budget, because it is jointly funded by the trade organization and insurance underwriters who utilize the network of independent agents to handle their policies.

▪ Underwriters, including Aetna Life & Casualty., Travelers Corp. and Continental Insurance Cos., have seen their share of market dwindle to 50% in the last 25 years under a heavy ad barrage from direct writing competitors.

In automobile insurance, for instance, direct writers have nearly doubled their share of market from 25.9% in 1955 to 51.2% in 1978, according to industry sources. Though automobile insurance is perhaps the most dramatic example, other personal insurance lines in the $80 billion market, mostly property and casualty insurance policies, have undergone similar shifts.

Though studies have found a price differential working to the disadvantage of the independent agent, the prime cause has been massive ad spending by direct writing companies. The spending overmatch, according to the IIAA, could run as high as 40 or 50 to one.

The account move is effective Dec. 1.

For example, Allstate, a direct writing subsidiary of Sears, Roebuck Co., spent $18,000,000 in measured media last year. Aetna, Travelers and Continental combined spent just over half of Allstate's budget. #

A Bon Voyage to Trailways

Ogilvy & Mather (Houston)

With a touch of class, O&M Houston says goodby to departing Dallas-based client, Trailways, in the Oct. 22 issue of *Dallas/Fort Worth Business*. New Trailways management is moving its account to Stern/Monroe (AA, Oct. 15).

highlights

Monday, October 22, 1979

DFS restructured and expanded its management team to accommodate new growth. *See Page 4.*

Bristol-Myers filed a $25,000,000 libel suit against CBS for remarks made about Bufferin and Excedrin. *See Page 4.*

Magazine publishers and editors were presented with a variety of viewpoints on how the new video technology will affect their business. *See Page 10.*

William R. Hesse is leaving the American Assn. of Advertising Agencies to reenter the agency business. *See Page 12.*

Weibel's Green Hungarian wine is being touted via radio spots in California markets before the campaign is expanded nationally. *See Page 18.*

Bozell & Jacobs moved into the retail specialty area by acquiring the $16,000,000 Chollick Associates. *See Page 18.*

Arbitron's black and Spanish tv ratings reports indicate that their favorite prime time series often are similar to those of the general market. *See Page 20.*

Magazine Publishers Assn. hears that 1980s will see stronger hedonistic thrust in U.S. *See Page 22.*

Hang Ten is putting its two feet on a new hair care line, in another licensing move that puts the marketer in another product category. *See Page 33.*

Texize division of Morton-Norwich is poised for growth via new products in several major categories. *See Page 34.*

The Yorkshire Ripper has eluded police for so long that now they are trying to find him through newspaper ads. *See Page 36.*

British Airways will launch its largest single campaign—worldwide—with the theme, "We care." *See Page 39.*

The need for communications skills in democratic societies will grow in the next decade, AA Washington editor Stanley Cohen told a public service ad group in Brussels. *See Page 39.*

Blimp advertising is what Airship Enterprises is selling. *See Page 46.*

Everyone in the ad business isn't a nice guy, there are the inevitable "bastardpersons," as Dick Williams calls them. Who are they? *See Page 61.*

Bob Stone quizzes your direct marketing know-how. *See Page 64.*

John O'Toole shares some thoughts on advertising and its "impact" on consumers. *See Page 67.*

Harry Wayne McMahan urges advertisers to bring back some of their old ads and campaigns; they're too good to gather dust. *See Page 67.*

Accountants should be allowed to advertise, according to the results of a study of corporate financial officers. *See Page 84.*

The premiere issue of *Science 80* appears this week. Its business team sees themselves as successful Davids against mighty Goliaths. *See Page 94.*

EurAm 4 sessions are set for Nov. 5 through Nov. 8 in Frankfurt. *See Page 96.*

Publisher Rupert Murdoch has reached an agreement in principle to purchase 12 Houston-area weeklies from the Panax Corp. *See Page 110.*

International Section

Television in Shanghai is going commercial in an agreement just concluded with a Hong Kong tv station. *See Page S-1.*

Political kidnappings, including one for which ransom was the purchase of ad space in major U.S. newspapers, shakes the business community in El Salvador. *See Page S-2.*

Unilever's Indian subsidiary, Hindustan Lever Ltd., has been ordered to dilute its equity to 40%. *See Page S-11.*

REGULAR FEATURES

ADVERTISING MARKETPLACE	97	OBITUARIES	110
ADVERTISING STOCK PRICES	110	PHOTO REVIEW	26
AGENCY PEOPLE	77	PRESSTIME	8
BRADY	82	VIDEOTECH	78
CON-SID-ERATIONS	16	VOICE OF THE ADVERTISER	88
CORRECTIONS & CLARIFICATIONS	108	WASHINGTON BEAT	72
EDITORIAL VIEWPOINT	16		
FEATURES SECTION	61		
FOR THE RECORD	105		
GETTING PERSONAL	28		
LONDONLINE	70		
MEDIA PEOPLE	80		

FIGURES TO FILE

AD PAGES IN OCTOBER CONSUMER PUBLICATIONS	91

Vol. 50, No. 45—Advertising Age (ISSN-0001-8899) is published weekly except semiweekly the second week in March, the first week in September and the third week in December at 740 N. Rush St., Chicago, Il. 60611. Second class postage paid at additional mailing offices.

Advertising pages in October consumer publications

Current and October, '78, figures for U.S., Canadian and foreign publications reporting to Advertising Age

Women's	Pages Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct. 1978
†§Bride's Magazine	149.5	124.0	1,136.7	912.0
§Cosmopolitan	254.2	228.6	2,000.8	1,710.5
Essence	83.0	78.0	729.0	676.0
§Family Circle	138.5	150.6	1,518.4	1,392.9
▲Family Health	35.4	26.1	255.3	253.8
§Good Housekeeping	195.6	228.6	1,581.0	1,659.7
Ladies' Home Journal	150.5	149.3	1,083.1	1,124.8
Lady's Circle	12.8	10.1	94.1	115.7
McCall's	137.9	147.6	1,084.7	1,253.6
†Modern Bride	133.0	124.7	1,095.0	1,087.6
Ms.	50.7	47.3	460.0	430.2
○New Woman	44.3	35.8	216.8	166.0
§Parents Magazine	58.3	56.1	509.3	448.9
Playgirl	41.5	38.2	404.2	368.2
Redbook	132.6	150.3	1,226.5	1,267.1
Self	62.9	—	426.2	—
Seventeen	111.2	108.9	1,183.8	1,136.0
*Talk	14.7	16.0	152.2	148.0
Teen Magazine	40.8	40.9	444.4	470.9
§True Story	64.5	49.7	571.7	455.1
§Woman's Day	120.2	153.5	1,263.1	1,407.0
The Workbasket	35.1	31.1	257.3	238.2
Working Woman	37.2	26.5	281.4	213.5
Total Group	2,104.4	2,022.0	17,977.9	16,935.7

General				
▲A.D. Publications	15.7	17.3	115.0	137.8
Air Progress	24.3	19.0	239.2	220.3
American Forests	31.7	24.5	159.9	140.4
§American Legion	36.9	32.1	269.9	279.8
○Americana	—	—	154.6	147.2
Apartment Life	63.5	48.0	501.2	395.6
§▲Architectural Digest	134.4	113.4	883.7	786.2
§The Atlantic	42.4	39.6	338.1	326.0
○Audubon Magazine	—	—	169.4	141.9
§Bon Appetit	101.5	78.9	588.8	423.3
Book Digest	41.0	26.0	386.1	325.8
Christian Herald	44.3	49.3	369.7	363.0
Christian Life	31.9	30.2	293.4	294.5
*Christianity Today	71.4	61.6	535.5	431.3
Complete Men's Group	27.0	25.0	240.9	250.9
Country Journal	60.2	66.9	454.8	461.6
Creative Computing	75.0	41.6	581.3	150.7
▲Cuisine Magazine	64.3	37.3	315.3	226.9
Ebony	93.7	92.5	892.0	889.1
Elks Magazine	31.0	31.6	245.7	253.3
§Esquire	40.4	—	432.0	—
50 Plus	33.0	27.3	272.8	258.3
Flying	50.7	50.9	531.8	515.8
§Gentlemen's Quarterly	137.3	107.7	790.2	591.2
Golf Digest	98.2	99.8	809.4	884.9
§Golf Magazine	52.7	43.2	681.9	666.1
Gourmet	91.3	83.7	547.0	479.9
§Harper's Magazine	47.0	41.4	338.9	319.5
○Hi-Fi/Stereo Buyer's Guide	36.8	25.3	143.8	123.3
*High Fidelity	91.4	87.7	684.5	639.7
Income Opportunities	55.2	58.2	431.7	461.9
Kiwanis Magazine	23.8	22.0	177.1	137.8
Let's Live	99.4	92.8	931.3	833.6
Life	66.7	56.0	486.1	56.0
Lion Magazine	22.9	20.2	181.2	139.1
Modern Photography	137.1	125.3	1,246.7	1,210.3
§Money	91.0	88.7	681.5	676.9
Moneysworth	25.7	24.0	212.7	182.0
Moody Monthly	74.5	66.2	491.4	470.2
Moose Magazine	31.0	28.0	248.0	235.0
○Mother Earth News	49.0	54.7	222.1	235.1
National Geographic	32.6	37.0	318.9	302.5
National Jewish Monthly	25.3	46.7	250.7	304.6
National Lampoon	38.4	31.6	350.5	299.0
▲National History	54.2	59.0	365.8	349.1
Omni	74.2	56.9	372.1	—
§Oui Magazine	31.0	16.0	196.7	208.6
§Penthouse Magazine	76.5	71.0	710.4	611.6
Petersen's Photographic	54.2	57.0	495.2	565.5
Playbill	55.7	61.2	404.5	399.3
§Playboy	107.4	123.4	1,075.1	972.5
Popular Photography	148.1	154.2	1,568.7	1,559.6
Prevention	116.6	109.0	1,075.2	1,051.0
Psychology Today	69.5	65.8	569.3	607.0
▲Quest '79	42.0	35.4	228.9	172.2
§Reader's Digest	155.7	158.2	1,100.9	1,143.5
Rotarian	23.9	25.8	211.4	210.4
††Saturday Evening Post	35.7	26.7	307.6	257.5
Scientific American	97.6	94.3	828.9	718.4
Signature	59.2	65.4	445.2	385.7
Smithsonian	94.3	95.2	598.2	620.6
Stereo Review	89.9	95.5	755.2	789.3
Success Unlimited	31.7	41.8	357.6	352.8
Tennis Magazine	41.4	56.7	632.5	714.1
Town & Country	142.6	155.6	845.1	793.7
Travel/Holiday	52.6	39.0	474.5	398.0
Travel & Leisure	95.3	109.5	784.5	716.5
VFW Magazine	33.8	30.9	275.7	245.4
Weight Watchers	26.3	23.6	175.3	158.8
World Tennis	27.8	28.7	418.6	514.9
Writer's Digest	21.5	17.0	189.5	175.4
Yankee Magazine	133.3	147.0	977.8	1,006.3
Total Group	4,433.6	4,173.0	35,637.1	32,366.0

Fashion & service	Pages Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct 1978
Glamour	198.1	218.3	1,709.1	1,614.4
Harper's Bazaar	94.2	98.2	708.5	669.2
Mademoiselle	141.2	143.1	1,249.3	1,213.6
L'Officiel/USA	76.8	84.0	477.4	421.5
Vogue	251.1	271.1	1,866.0	1,738.1
Total Group	761.4	814.7	6,010.3	5,656.8

Home				
§Better Homes & Gardens	163.4	156.2	1,333.0	1,459.0
○Colonial Homes Magazine	—	—	216.0	166.0
C ○Decorating Showcase	—	—	84.6	63.4
▲Family Handyman	68.7	49.7	477.4	386.2
Flower & Garden	19.5	19.4	277.7	245.5
The Hometown Magazines, Dallas-Ft. Worth Home/Garden	58.6	23.5	386.1	—
Houston Home/Garden	142.6	134.6	1,090.8	1,014.7
Horticulture	26.3	26.9	303.1	321.9
House Beautiful	147.9	147.1	966.5	881.7
House & Garden	164.4	135.5	1,135.4	1,027.0
†Homeowners How-To	—	—	125.6	135.6
Hudson Home Guides	52.1	46.2	491.8	480.5
Living:				
○Dallas	—	—	600.4	567.7
○Houston	—	—	5[illegible]	571.0
○Denver	—	—	429.8	391.5
‡Austin	—	—	131.9	126.9
‡San Antonio	—	—	75.2	58.1
○Phoenix	41.0	—	174.5	—
○Tampa	23.2	—	58.0	—
▲1001 Decorating Ideas	36.3	—	256.2	170.9
Organic Gardening	84.1	83.2	804.2	848.3
○Plants Alive	—	—	150.2	185.1
St. Louis Home/Garden	51.0	—	204.0	—
San Diego Home/Garden	25.1	—	49.8	—
Southern Living	159.4	152.6	1,317.7	1,346.9
§Sunset Magazine	163.2	166.6	1,356.1	1,410.3
○Texas Homes	—	—	424.8	195.6
○Workbench	—	—	297.8	287.1
Total Group	1,426.8	1,141.5	13,806.8	12,140.9

Arts & antiques				
○American Art & Antiques	—	—	226.9	88.0
American Artist	66.0	69.0	555.2	563.6
Antiques	178.6	146.6	1,358.0	1,275.1
Antiques World	56.8	—	470.3	—
▲Artnews	130.0	110.0	858.0	745.0
Total Group	431.4	325.6	3,468.4	2,671.7

In-flight				
#Aboard Group	57.0	53.0	228.0	212.0
Air California	65.3	59.3	606.0	546.5
○Aloft/National Airlines	—	—	119.4	86.9
American Way	81.1	59.6	620.9	404.4
Braniff's Flying Colors	45.0	26.2	342.5	263.3
Delta Sky	45.8	—	451.8	—
East/West Network:				
○Air New England Flying Your Way	34.0	—	97.5	—
Eastern Review	87.3	90.5	828.0	666.4
Hughes Airwest Sundancer	97.7	109.7	840.0	728.4
Continental News Extra	87.4	77.3	732.1	566.5
Ozark Flightime	78.9	71.0	640.2	480.0
Pan Am Clipper	50.1	43.6	437.3	346.5
PSA California	144.2	116.8	1,182.9	960.8
Texas International The Texas Flyer	94.8	28.5	650.6	255.8
United Mainliner	125.7	118.0	956.0	813.4
○Pace	—	—	99.5	64.6
E Republic Scene	35.5	—	107.1	—
Southwest Airlines	59.8	49.1	516.8	458.1
○USAir	49.0	—	104.7	—
Webb Publications:				
○Frontier Magazine	—	—	204.9	86.0
Passages	44.5	20.5	292.2	111.3
TWA Ambassador	67.9	53.4	562.6	384.3
Total Group	1,351.0	976.5	10,621.0	7,435.6

Metropolitan				
○Aloha	—	—	44.0	3.0
Atlanta	100.1	83.8	770.0	717.0
Baltimore	88.9	70.9	312.3	542.4
Bay Life	60.0	42.0	439.0	279.5
◇Bay Views	53.0	42.5	325.2	235.4
Birmingham	39.7	34.5	313.2	332.3
Boston	149.4	118.9	985.7	859.5
Broward Life	43.4	45.9	452.7	392.8
Brown's Guide to Georgia	43.0	—	442.3	258.5
Central Florida Scene	20.8	18.6	152.4	142.9
○Charlotte	—	—	411.7	385.1
Chicago	184.3	200.1	1,445.1	1,385.7
○Chicago Elite	53.6	61.5	242.8	240.1
▼Chicago's North Shore	44.6	31.5	263.9	160.2
Cincinnati	49.9	66.3	527.3	507.7
Cleveland	70.5	109.3	795.4	894.5
Columbus Monthly	112.8	117.9	882.6	834.2
Connecticut	79.4	82.3	719.2	692.9
D/Magazine, Dallas/Fort Worth	121.7	133.7	1,044.2	1,048.3
Delaware Today	28.4	31.9	303.4	286.9

	Pages Oct. 1979	Oct. 1978	Jan.-Oct. 1979	Jan.-Oct 1978
Denver Monthly	35.9	25.2	262.4	206.5
Monthly Detroit	47.3	57.0	381.8	229.0
Exclusively Yours Wisconsin	131.6	143.2	874.3	869.4
Gold Coast of Florida/-Indian River Life	103.0	81.0	946.4	765.5
Grand Rapids	35.9	20.6	254.0	178.8
Honolulu	73.3	70.3	755.3	639.3
Houston City	41.5	36.9	392.6	187.5
Indianapolis	53.8	53.0	312.3	318.9
Kansas City	37.1	29.0	325.5	272.8
Los Angeles	224.0	223.3	1,998.7	1,855.8
Madison	34.1	31.0	267.4	246.0
Mesa	47.3	29.2	309.9	88.0
Miami	53.0	44.9	485.6	368.7
Milwaukee Impressions	16.0	23.0	146.0	57.0
Mpls./St. Paul	51.7	36.2	508.7	362.1
Nashville!	70.2	69.7	555.6	593.9
New Jersey Monthly	72.0	65.4	641.9	504.8
New Mexico	37.1	22.6	213.4	177.7
New Orleans	56.6	60.3	496.3	473.6
Ohio	42.2	47.3	351.5	297.5
Omaha	29.5	24.6	252.8	162.6
Oregon	16.7	29.3	229.9	190.1
A Palm Beach Life	52.3	—	442.1	334.2
Palm Springs Life	106.3	82.3	1,194.5	1,076.3
Philadelphia	174.9	189.3	1,425.2	1,454.2
Phoenix	112.3	74.3	921.6	638.6
Pittsburgh	57.8	59.6	497.5	486.4
Pittsburgher	26.0	22.8	271.5	255.2
○Roanoker	53.3	45.0	245.5	178.1
SA, The Magazine of San Antonio	41.5	32.0	318.8	309.0
Sacramento	36.8	57.5	333.2	451.4
St. Louis	106.0	104.0	956.0	826.0
San Diego	166.3	152.8	1,571.3	1,466.0
San Francisco	83.3	78.2	552.9	577.4
San Francisco Focus	23.1	23.0	223.1	224.2
○Sarasota Town & Country	—	—	202.1	190.8
▼Shenandoah Valley	—	—	16.0	—
Spokane	49.6	34.6	389.0	232.3
Texas Monthly	155.7	154.4	1,071.2	1,028.2
○Tidewater Life	—	—	67.6	—
○Triad	17.2	18.0	123.3	75.2
Tucson	50.9	50.0	515.7	388.0
Washington Dossier	43.5	44.0	413.2	408.5
The Washingtonian	173.5	166.5	1,219.4	1,219.1
Westchester	44.5	52.0	429.8	479.4
Westchester Illustrated	43.8	34.7	378.4	319.2
Wichitan	63.3	44.9	555.1	292.3
Total Group	4,335.2	3,803.0	36,668.7	31,769.3

Movie-romance-radio-tv				
○Complete Women's Group	24.5	26.0	150.9	167.7
Ideal Woman's Group:				
Intimate Story	29.0	30.7	293.0	313.9
Movie Life	30.0	25.6	258.6	289.7
○Movie Stars	30.0	27.5	147.8	295.9
Personal Romances	30.0	30.9	294.0	313.9
○Screen Stories	—	27.5	84.9	298.8
Daytime Stars	28.9	27.5	289.9	298.6
TV Star Parade	—	27.5	228.6	298.3
KMR Women's Group:				
Real Romances	14.4	18.6	138.4	144.4
Photoplay	14.4	18.6	138.4	144.4
○Teen Bag	—	—	60.9	100.2
Macfadden's Women's Group:				
Modern Romances	39.7	31.0	368.9	307.0
Photoplay	39.9	30.9	362.2	275.1
Secrets	39.7	30.0	368.9	301.4
True Confessions	39.7	30.3	367.9	304.4
True Experience	39.7	30.0	366.8	302.6
True Love	39.7	30.0	367.8	301.6
True Romance	39.7	30.0	366.8	301.6
Sterling Women's Group:				
Daytime TV	30.5	32.0	317.6	319.7
Modern Love	29.5	29.6	301.2	299.1
Modern Screen	32.2	33.0	322.7	298.8
○Movie Mirror	—	33.0	160.9	326.4
Photo Screen	32.2	33.0	161.4	330.1
Real Confessions	29.5	29.6	301.2	297.1
TV Movie Screen	—	33.0	162.0	330.0
TV Picture Life	32.2	33.0	161.4	326.4
Total Group	665.4	728.8	6,543.1	7,287.1

Youth				
Boys' Life	20.0	20.8	249.2	201.9
Campus Life	75.1	73.1	306.8	265.8
††Scholastic Magazines	43.5	39.1	280.4	283.1

§Sectional linage included but prorated to circulation of regional editions. *Sectional linage included but NOT prorated to circulation of regional editions. †Published 6 times a year. ○Published every other month. ▲Published 10 times a year. ††Published 9 times a year. ‡Published 3 times a year. #Published quarterly. ☆Published twice a month. ‡‡Published 7 times a year. ◇Published 11 times a year. ▼Published 8 times a year. **Published weekly. ►Published every two weeks. A. Sept./Oct. was a single combined issue in 1978. B. Preprinted inserts included. C. Includes Budget Decorating & Remodeling. D. Replaced Allegheny Flighttime Sept. '79. E. Replaced Northliner July, 79.

(Continued on Page 92)

(Continued from Page 91)

Mechanics & science

○Elementary Electronics	26.4	35.7	161.9	176.8
§Mechanix Illustrated	101.2	104.5	856.2	896.2
Popular Electronics	64.7	60.2	559.2	591.1
Popular Mechanics	143.3	150.9	1,199.0	1,178.9
§Popular Science	116.4	129.0	903.2	1,084.7
Total Group	452.0	480.3	3,679.5	3,927.7

Boating & yachting

Boating	92.2	86.1	1,093.6	1,146.1
Cruising World	239.3	218.8	1,167.3	865.5
Motorboat	60.7	59.4	651.4	704.6
Motor Boating & Sailing	108.0	92.8	1,257.0	1,126.3
§Sail	157.3	168.8	1,357.5	1,404.8
§Sea	72.1	74.2	889.9	814.9
Trailer Boats	17.7	18.5	258.3	241.2
Yachting	208.8	201.2	1,923.5	1,879.1
Total Group	946.1	919.8	8,598.5	8,182.5

Automotive & recreational vehicles

Car & Driver	61.0	79.6	724.4	650.4
Car Collector & Car Classics	24.2	22.2	262.9	170.2
Car Craft	43.1	64.7	627.3	659.9
Choppers	10.3	10.5	129.3	133.5
○Custom Bike	15.9	17.3	194.9	225.1
Cycle	55.4	45.1	946.7	808.0
Cycle Guide	18.3	18.4	501.9	334.3
Cycle World	32.7	37.5	756.0	652.5
Dirt Bike	13.6	12.0	229.3	197.6
Dune Buggies & Hot Vw's	36.3	34.7	331.6	281.2
Family Motor Coaching	62.0	79.3	887.6	834.6
4 Wheel & Offroad	21.7	23.4	292.3	163.8
Four Wheeler	37.5	50.0	433.4	416.7
Hot Rod	43.9	47.7	552.3	542.4
Motocross Action	21.0	16.8	238.9	172.6
Motorcyclist	19.4	28.6	419.2	415.2
Motor Trend	34.8	57.8	437.6	487.1
††Motorhome Life	—	—	562.6	590.8
Pickup, Van & 4 WD	49.1	53.6	562.6	503.0
Road & Track	86.5	98.3	891.1	846.4
Touring Bike	7.3	9.3	174.9	98.3
Trailer Life	104.1	129.3	1,359.0	1,462.5
Van Pickup & Off-Road World	9.2	16.6	113.9	195.2
Vans & Pickups	10.2	13.1	187.6	147.9
Woodall's Trailer & RV Travel Magazine	41.9	70.4	730.3	871.4
Total Group	859.4	1,036.2	12,547.6	11,727.1

Outdoor & sport

Alaska	44.9	44.4	434.9	394.3
○The American Handgunner	32.5	20.2	132.7	88.0
American Rifleman	39.8	43.7	331.5	371.4
○Archery World	—	—	173.0	205.0
○Backpacker	59.8	50.1	239.8	223.0
§Bass Master	—	—	330.1	314.4
††Bicycling	—	—	360.6	390.6
Camping Journal	19.6	29.7	242.5	234.9
Field & Stream	109.2	118.1	906.2	980.4
Fins and Feathers	25.8	22.9	351.9	234.3
○Fishing World	—	—	168.5	177.9
Florida Sportsman	49.2	52.9	610.5	434.2
‡‡Fly Fisherman	64.2	45.8	355.3	314.9
Fur-Fish-Game	39.1	39.7	260.4	271.8
Guns	37.8	39.2	285.9	299.0
Guns & Ammo	57.3	66.2	488.4	494.9
Horseman	34.0	42.6	331.2	403.7
Outdoor Life	90.0	117.7	843.2	973.8
Petersen's Hunting	40.0	42.4	295.6	286.1
The Runner	24.1	31.0	303.8	31.0
Runner's World	85.7	86.5	598.9	525.3
Salt Water Sportsman	40.1	46.7	571.3	512.8
Shooting Times	49.5	58.4	417.3	418.8
SkateBoarder	24.0	89.0	373.6	956.7
‡‡§Ski	109.1	105.4	357.9	344.8
‡‡Skiing	150.8	149.1	440.9	416.4
Skin Diver	53.7	46.2	601.6	520.0
○Southern Outdoors	—	—	302.8	205.0
§Sport	50.4	43.4	412.1	440.7
Sports Afield	93.5	84.0	807.9	640.1
▼Spray	48.6	45.1	358.2	247.2
Western Outdoors	25.6	31.0	333.9	306.3
Total Group	1,498.3	1,591.4	13,331.7	12,859.8

Comics

○Archie Comic Group	10.0	10.0	50.0	50.0
DC Comics	12.0	12.5	117.5	122.5
Harvey Comics Group	8.0	8.0	80.0	80.0
Marvel Comics Group	14.0	13.0	128.0	137.5
Total Group	44.0	43.5	375.5	390.0

Newspaper Magazines I

§Family Weekly	93.7	83.5	860.5	783.1
Parade	80.0	100.5	764.9	737.5
Total Group	173.7	184.0	1,625.4	1,520.6

Canadian National Weekend Magazines

B §The Canadian	56.5	51.3	434.7	361.9
B Perspectives	60.0	58.3	386.0	356.9
§Weekend Magazine	39.8	33.3	323.6	243.7
Total Group	156.3	142.9	1,144.3	962.5

Canadian

L'Actualite	58.0	57.3	424.8	380.1
Chatelaine				
§English Edition	121.8	94.8	756.3	586.5
French Edition	110.5	78.2	657.8	544.7
§Financial Post	58.4	47.7	338.4	231.3
▲§Flare	78.3	67.8	479.2	407.0
▲§Homemaker's Magazine:				
English Edition	116.2	107.3	651.9	669.6
French Edition	92.8	79.5	516.6	540.7
**§Macleans	173.9	150.8	822.7	735.4
§Quest Magazine	40.6	39.5	270.0	230.5
§Reader's Digest:				
Canada-English	85.9	100.2	818.8	777.9
Canada-French	94.3	88.3	747.1	713.6
Total	180.2	188.5	1,565.9	1,491.5
▲Saturday Night	83.1	40.1	311.0	272.9
Toronto Life	126.3	141.0	887.7	836.3
Total Group	1,240.1	1,092.5	7,682.3	6,926.5

Sept. pages

Business

	Pages Sept. 1979	Sept. 1978	Jan.-Sept. 1979	Jan.-Sept. 1978
Atlanta Business Chronicle	23.5	15.3	138.0	42.4
Barron's	164.2	140.8	1,411.8	1,187.4
Black Enterprise	38.9	34.7	393.7	327.7
§Business Week	458.4	460.0	3,508.4	3,383.8
Corporate Report	68.7	69.0	549.9	476.9
Crain's Chicago Business	51.4	23.8	311.6	83.5
Dun's Review	96.2	95.1	702.1	690.3
☆Financial World	73.7	50.1	673.8	507.6
Florida Trend	52.0	52.4	518.5	508.9
☆Forbes	245.7	208.0	1,820.1	1,478.0
☆Fortune	185.9	132.0	1,701.0	1,552.9
Houston Business Journal	116.0	99.6	1,060.7	881.4
§Inc. Magazine	52.3	—	284.3	—
☆§Industry Week	188.5	186.6	1,506.7	1,448.4
§Nation's Business	65.7	77.0	403.9	342.5
Outlook	44.5	24.6	339.1	196.5
The South	20.7	8.8	158.7	214.9
Texas Business	39.3	29.6	361.7	315.9
Total Group	1,985.6	1,707.4	15,844.0	13,639.0

Canadian

§Time-Canada	142.6	132.6	1,008.7	863.3

Newspaper magazines II

Boston Globe	159.8	166.9	1,196.8	1,224.8
Chicago Tribune	171.0	153.3	1,214.2	1,235.3
*Cleveland Plain Dealer	197.2	154.2	1,437.8	1,168.5
§Los Angeles Times Home Magazine	153.5	132.6	1,251.3	1,130.2
New York News	166.5	—	1,099.5	739.1
New York Times Magazine	545.2	—	2,977.6	2,082.6
Philadelphia Inquirer	109.8	82.2	809.9	784.5
Washington Post Magazine	150.9	159.8	991.2	1,199.7
Washington Star, Home/Life Magazine	84.6	68.0	594.1	608.1
Total Group	1,738.5	917.0	11,572.4	10,172.8

Weeklies, bi-weeklies, semi-monthlies

§Army Times Military Group:				
Air Force Times	156.2	159.0	1,364.8	1,280.7
Army Times	155.2	153.6	1,338.5	1,237.4
Navy Times	169.7	163.8	1,468.6	1,323.9
The Times Magazine	36.5	17.9	175.5	156.9
The Blood Horse	418.7	390.0	3,015.0	2,618.2
Circus Weekly	20.5	37.3	235.3	333.0
Commonweal	8.3	9.1	64.9	72.6
▶Cue New York	87.5	117.4	832.2	736.8
Golf World	44.0	35.0	532.8	511.5
§Grit	44.8	40.7	353.0	367.9
National Review	46.0	46.5	266.4	268.0
New York Magazine	170.8	292.2	1,464.0	1,461.6
New Yorker	355.3	365.1	2,499.5	2,465.6
§Newsweek	259.7	262.0	2,303.7	2,240.7
People Weekly	255.5	246.9	2,382.0	2,093.4
Rolling Stone	96.3	119.4	793.7	803.4
▶§Saturday Review	73.8	70.5	462.2	408.1
Sporting News	77.5	48.3	531.1	401.0
§Sports Illustrated	219.1	226.7	1,880.4	1,976.6
§Time	235.8	257.7	2,082.1	2,081.2
§TV Guide	440.2	457.9	2,708.7	2,547.9
▶Us Magazine	45.0	46.5	444.9	414.3
§U.S. News & World Report	170.6	160.2	1,374.1	1,347.1
Total Group	3,587.0	3,723.7	28,573.4	27,150.7

Foreign

Buenhogar:

Mexico	73.3	54.5	525.8	367.8
Puerto Rico	23.3	12.5	175.0	118.8
Venezuela	48.8	50.8	354.0	375.5
Colombia	84.8	89.2	507.7	525.2
Peru	30.8	20.3	141.0	144.8
Central America	18.3	12.3	128.2	97.8
U.S.	13.3	13.8	89.8	89.0
Cosmopolitan Foreign Editions:				
Australia	78.8	61.7	479.5	360.3
Brazil	37.0	33.0	199.0	155.0
France	61.0	52.0	560.0	454.0
Great Britain	143.0	122.0	1,050.0	843.0
Italy	36.0	30.0	272.0	142.0
Cosmopolitan en Espanol:				
Central America	5.5	3.5	59.7	48.6
Colombia	30.8	44.2	208.8	237.8
Mexico	72.0	49.7	473.2	330.5
Puerto Rico	27.8	24.3	227.8	177.3
U.S. (Spanish Language)	16.7	15.8	144.8	118.3
Venezuela	40.0	34.8	247.7	253.2
Fascinacion:				
Mexico	11.3	10.8	77.7	83.2
Puerto Rico	—	0.2	9.3	7.7
Venezuela	13.3	19.2	97.7	167.8
Colombia	6.5	12.5	41.3	90.0
Central America	—	0.7	0.3	3.2
U.S.	3.0	2.7	26.0	27.2
Geomundo:				
Mexico	16.3	8.0	87.3	62.5
Puerto Rico	8.2	20.7	70.8	76.0
Venezuela	10.7	6.0	97.2	38.3
Colombia	17.7	17.5	127.0	103.0
Peru	9.7	3.0	48.3	37.0
Central America	6.7	3.5	49.7	26.0
U.S.	4.0	—	33.5	18.8
Hombre De Mundo:				
Mexico	29.7	17.8	160.0	99.2
Puerto Rico	17.5	10.5	149.0	64.8
Venezuela	19.0	12.5	112.2	76.0
Colombia	25.5	21.3	139.8	99.3
Peru	5.0	—	16.2	—
Central America	10.0	5.0	49.7	29.5
U.S.	5.3	4.3	61.8	35.7
Ideas Para Su Hogar:				
Mexico	8.2	2.5	68.5	9.2
Puerto Rico	4.8	1.0	26.0	3.2
Venezuela	13.8	10.8	106.5	43.2
Colombia	32.7	7.8	150.7	26.8
Peru	1.0	0.3	11.5	3.3
Central America	—	0.3	5.5	0.3
U.S.	1.0	0.3	4.5	0.3
International Communications:				
African Business	31.5	17.0	201.8	17.0
The Middle East	67.2	25.8	477.8	385.0
New Africa	21.5	25.8	290.7	385.0
Al-Iktissad Al-Arabi	16.6	22.8	146.9	134.4
International Herald Tribune	105.5	112.9	793.4	848.1
International Management:				
Africa	20.7	23.3	165.0	169.0
Europe	46.2	57.3	333.0	315.0
Latin America	19.2	—	182.0	90.0
Middle East	40.2	61.8	283.0	325.0
Pacific	18.7	23.3	157.0	168.0
Mecanica Popular:				
Caribbean	29.8	35.0	269.2	240.3
Mexico	27.8	17.5	156.2	140.3
Argentine	5.7	4.7	33.0	36.0
§Newsweek International:				
Atlantic	116.0	96.6	807.6	769.7
Latin America	81.5	—	260.5	—
Pacific	103.6	86.1	681.7	604.8
††Progreso	32.2	24.2	153.4	124.5
§Reader's Digest:				
Arabic	23.5	—	137.5	—
*Asia	320.5	29.4	1,927.0	399.8
Australian	87.5	61.5	518.9	421.7
Belgian-Flemish	69.0	68.8	680.4	579.4
Belgian-French	65.0	70.8	644.1	578.2
British	117.0	92.5	709.6	708.6
*Chinese	167.0	30.4	1,001.0	297.7
Danish	48.8	67.4	315.6	423.0
Dutch	64.0	49.8	431.6	393.5
Finnish	51.0	28.5	478.9	468.1
French	65.8	64.5	510.5	538.9
German	65.4	79.2	659.3	667.7
Iberian	28.0	20.5	305.6	296.5
Indian	92.0	63.5	734.5	635.8
Italian	53.0	58.0	464.0	514.5
Japanese	50.8	57.8	578.1	500.5
Korean	14.5	—	130.0	—
Latin America:				
Argentine	69.5	50.0	450.5	288.5
Brazil	15.5	14.9	96.6	106.0
Central America	23.0	23.5	170.0	198.0
Chile	25.5	36.0	195.5	176.0
Colombia	64.5	50.0	426.0	334.5
Ecuador	30.5	—	162.0	—
Mexico	65.0	38.0	356.6	239.8
Peru	15.0	9.0	73.0	73.0
Puerto Rico	14.0	13.0	119.5	91.0
U.P.B.	28.5	16.0	271.0	128.0
U.S. Spanish	14.5	15.0	134.0	132.0
Venezuela	31.5	19.0	333.8	248.5
Portugal	38.0	26.3	368.8	268.3
New Zealand	66.7	32.6	418.2	203.2
Norwegian	84.0	37.5	416.6	427.3
South African	71.0	79.0	598.5	674.5
Swedish	35.0	35.3	260.8	223.1
Swiss-French	30.0	25.0	258.0	262.0
Swiss-German	37.0	40.0	355.0	358.0
Canada-English	101.3	89.7	727.9	677.9
Canada-French	96.6	86.8	653.9	623.5
Total	2,339.4	1,579.2	17,072.8	13,157.0
The Ring en Espanol:				
Mexico	2.2	2.0	13.8	—
Puerto Rico	2.0	—	23.7	—
Venezuela	4.0	12.5	35.2	—
Colombia	—	1.0	4.2	—
Central America	—	—	2.2	—
U.S.	3.0	1.0	26.7	—
§Time International:				
Time-Asia	108.3	94.4	781.4	652.3
Time-Atlantic	150.2	122.4	964.7	815.1
Time-Latin America	81.9	67.6	570.9	480.5
Time-South Pacific	158.7	135.3	1,142.2	923.1
Vanidades Continental:				
Mexico	127.8	90.5	951.2	728.2
Puerto Rico	53.0	49.5	416.5	338.0
Venezuela	62.0	64.0	486.0	468.8
Colombia	124.3	109.2	699.2	632.3
Peru	27.3	22.7	185.0	159.7
Central America	28.3	19.0	227.5	155.5
U.S.	29.5	36.0	270.7	249.5
▶Visao	79.2	90.3	997.9	1,068.9
▶§Vision/Latin America	69.7	42.1	333.5	353.7
Total Group	5,356.8	4,096.4	38,269.2	30,805.9